ABSTRACT OF THE DISCLOSURE

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A liquid crystal display apparatus having a pair of substrates of which at least one substrate is transparent and a liquid crystal layer sandwiched between the substrates, having a plurality of scanning electrodes formed on one of the substrates a plurality of signal electrodes intersecting in a matrix form with the plurality of scanning electrodes. display apparatus further includes within each of the regions surrounded by the plurality of scanning electrodes and the plurality of signal electrodes: (a) a display data holding circuit connected to a corresponding scanning electrode and signal electrode, for fetching and storing display data from a signal electrode in response to a scanning signal for holding a display image without updating the display data while a power supply to the display apparatus is maintained; (b) a switching device connected to the display data holding circuit, in which the switching operation thereof is controlled by the display data holding circuit; and (c) a display electrode connected to the switching device.